ADVERTISING SECTION

THEATRE·DATE

IAN
HUNTER
When a lovely actress invites him up to see *her* etchings, he's ready to . . .

OLIVIA
De HAVILLAND
When a handsome artist jilts her to run away with his wife, she's ready to . . .

ROLAND
YOUNG
When the beauty he planned to marry introduces him to her husband, he's ready to...

ALICE
BRADY
When spring and love pass her by for the fortieth time, she's ready to..

FRIEDA
INESCORT
When a bold adventurer proposes a trip with him to India, she's ready to...

ANITA
LOUISE
When the 17-year old next door neighbor suggests elopement, she's ready to...

BUT not until your sides ache with laughter after seeing this funniest of the year's howl-hits, will you be ready to . . .

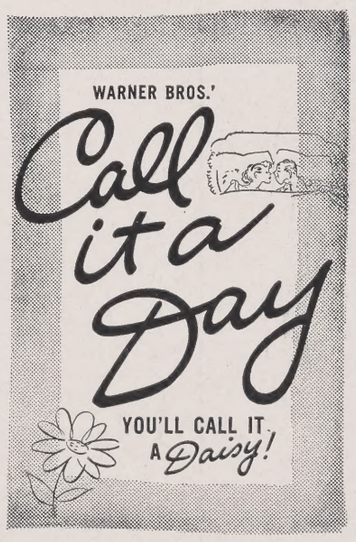
CALL IT A DAY

with
Peggy Wood • Walter Woolf King
Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION
DIRECTED BY ARCHIE MAYO
Presented by Warner Bros.

592 Lines Mat No. 405—40c

SPECIAL ADVANCE TEASER CAMPAIGN

38 Lines Mat No. 106—10c
In 3 Col. Size
321 Lines Mat No. 307—30c



42 Lines Mat No. 105—10c
In 3 Col. Size
348 Lines Mat No. 309—30c

46 Lines Mat No. 104—10c
In 3 Col. Size
381 Lines Mat No. 308—30c

These ads also available in 3-column size. In larger size, halftone measures 4½ inches across, with balance of space used for effective white-space framing.

LOVE'S A FUNNY THING..
Especially When These People Fall In It!

OLIVIA
DE HAVILLAND
She called it marvelous!

IAN
HUNTER
He called it madness!

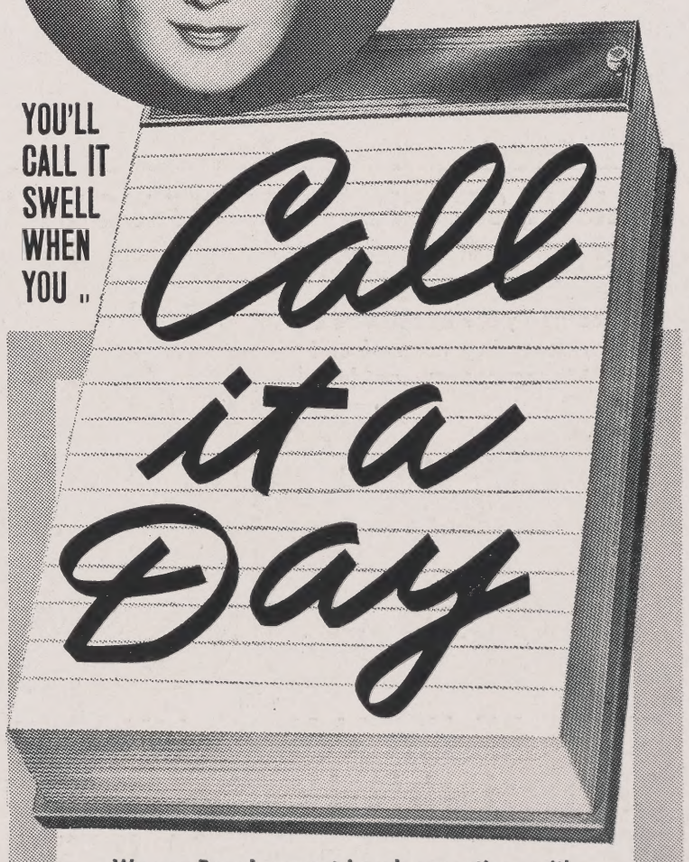
ANITA
LOUISE
She called it Spring!

ROLAND
YOUNG
He called it sadness!

ALICE
BRADY
She called it silly!

FRIEDA
INESCORT
She called it gay!

YOU'LL CALL IT SWELL WHEN YOU ..



Warner Bros.' newest laugh sensation, with
Peggy Wood · Walter Woolf King · Bonita Granville · Beryl Mercer · A COSMOPOLITAN PRODUCTION · Directed by ARCHIE MAYO

•

THEATRE

536 Lines Mat No. 215—20c

WHEN LOVERS, TIRING OF THEIR LOT,
PUT POOR DAN CUPID ON THE SPOT... *That's News!*

"Looks too bad for Cupid, folks! He put up a game fight, but... he'll be right home, ma!"

HEY! LET'S

"CALL IT A DAY"

THEATRE

with an all-star cast, headed by

OLIVIA DE HAVILLAND
IAN HUNTER
ANITA LOUISE
ALICE BRADY
ROLAND YOUNG
FRIEDA INESCORT

Peggy Wood · Walter Woolf King
Bonita Granville · Beryl Mercer
A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO
Presented by Warner Bros.

660 Lines Mat No. 501—50c

[Also Available in 3 column size
234 Lines — Mat No. 305 — 30c]

8 A. M.

"If he runs away with his wife instead of me, I'll never fall in love again—well, hardly ever!"

11 A. M.

"The first beautiful day of Spring ... and you want to spend it in an office talking business!"

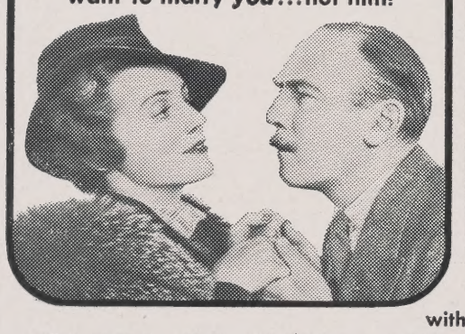
3 P. M.

"Love's a mighty funny thing—especially when you fall in it!"

CALL IT SPRING! CALL IT YOUTH! CALL IT LOVE! CALL IT A HIT!

6 P. M.

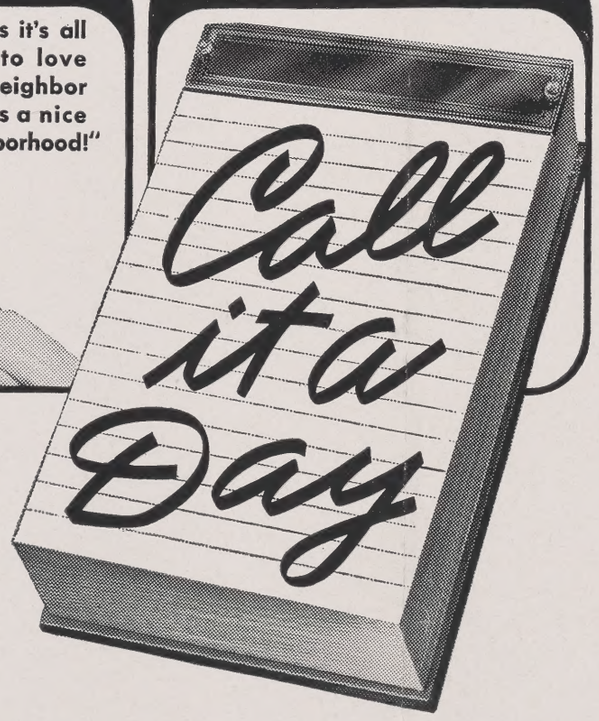
"Of course your husband's a nice, charming man—but I want to marry *you*...not him!"



10 P. M.

"I guess it's all right to love thy neighbor—if it's a nice neighborhood!"

1 A. M.



with

OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT

Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION • DIRECTED BY ARCHIE MAYO
A Warner Bros. Picture

412 Lines Mat No. 406—40c

And Now It's on the Screen
... Funnier Than Ever Before!

"CALL IT A DAY"

starring
OLIVIA De HAVILLAND
IAN HUNTER
ANITA LOUISE
ALICE BRADY
ROLAND YOUNG
FRIEDA INESCORT

Peggy Wood · Walter Woolf King
Bonita Granville · Beryl Mercer
A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO
A Warner Bros. Picture

THEATRE

266 Lines Mat No. 212—20c

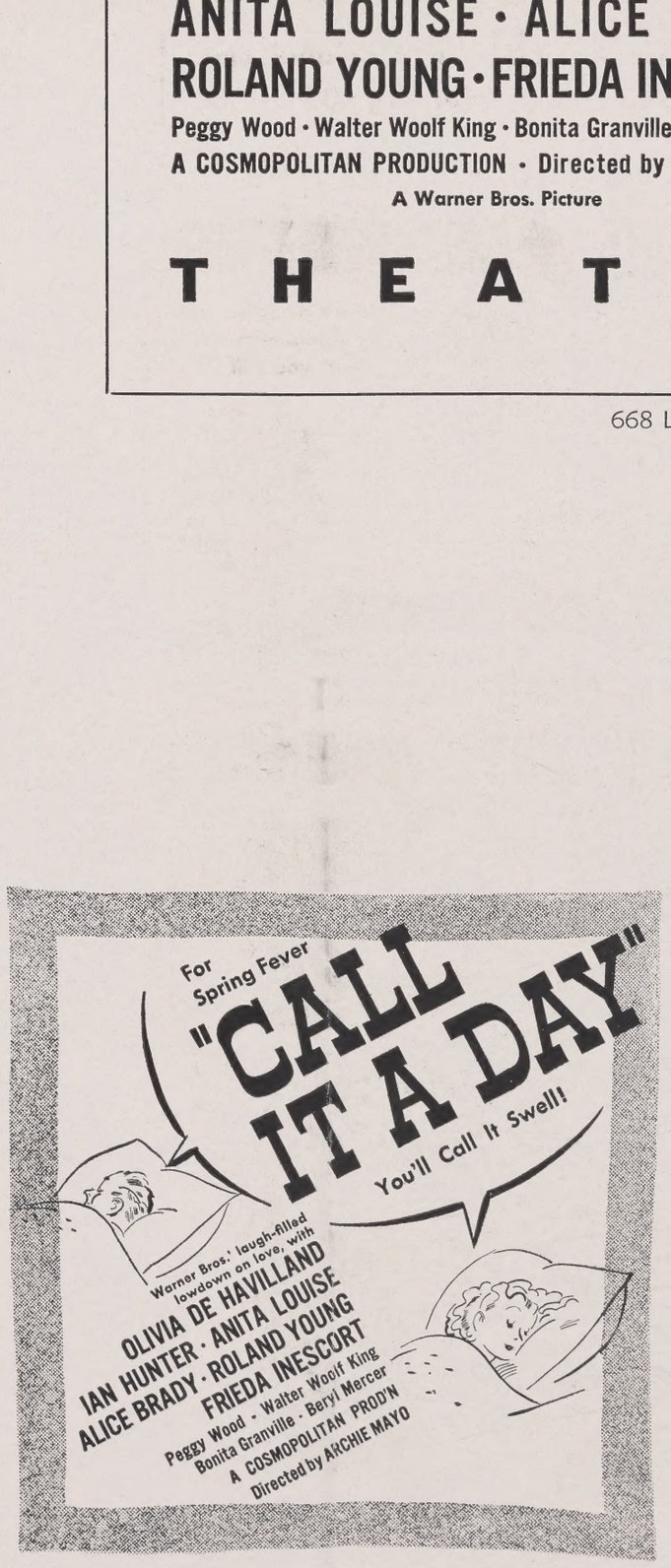
WHEN THEY'RE GOOD, THEY'RE VERY GOOD
BUT WHEN THEY'RE IN LOVE . . . OH, BOY!
OLIVIA DE HAVILLAND
IAN HUNTER
ANITA LOUISE
ALICE BRADY
ROLAND YOUNG
FRIEDA INESCORT
"CALL IT A DAY"
"Call it a day, eh? I'll call it the most 'arrowing day of my life!"
with
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer • A COSMOPOLITAN PRODUCTION • Directed by ARCHIE MAYO
A Warner Bros. Picture
THEATRE

356 Lines Mat No. 208—20c

**[Also Available in 3 column size
813 Lines — Mat No. 303 — 30c]**

"I'LL NEVER FALL IN LOVE AGAIN . . . WELL, HARDLY EVER!"
A happy home, a loving wife—
Roger's was a peaceful life,
Until Spring sent him in a skid!
I love my wife, but Oh, you kid!
THIS IS THE MOST 'ARROWING DAY OF MY LIFE!
"Call it a Day"
with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION • Directed by ARCHIE MAYO
A Warner Bros. Picture
THEATRE
This is Roger's charming mate
Telling Frank he'd best not wait!
'Cause hubby might get awfully sore
And hang one on friend Frankie's jaw!
Martin climbs the old back wall
To find the answer to Love's call!
And Joan, who once was far from meek,
Now always turns the other cheek!

668 Lines Mat No. 407—40c


For Spring Fever
"CALL IT A DAY"
You'll Call It Swell!
Warner Bros.' laugh-filled lowdown on love, with
OLIVIA DE HAVILLAND
IAN HUNTER · ANITA LOUISE
ALICE BRADY · ROLAND YOUNG
FRIEDA INESCORT
Peggy Wood · Walter Woolf King
Bonita Granville · Beryl Mercer
A COSMOPOLITAN PROD'N
Directed by ARCHIE MAYO

108 Lines Mat No. 214—20c

The Stage Hit of Two Continents—Now The Laugh Hit of The World!
"CALL IT A DAY"
with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT
Peggy Wood • Walter Woolf King
Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO
Presented by Warner Bros.

138 Lines Mat No. 210—20c

The Hilton Family
Proving That Family Trees Can Sprout From Any Kind of Nuts!
20 YEARS OF LONG WEDDED BLISS
ROGER was fortyish, fattish and faithful until, on the first day of spring, he met . . .
This glamorous actress, who believed a good husband was easy to get...in trouble!
DETOUR
DOTTY, devoted wife and mother, was happy until spring tossed her into the clutches of . . .
Friend MURIEL, who knew all about men, distrusted 'em all, and so introduced Dotty to . . .
Her own brother, FRANK, a dashing adventurer who almost (but not quite) brought adventure into Dotty's life!
ANN, 15, had her own secret love affair with two gallant young poets...both dead for many years!
CATHERINE, 18 would never fall in love again (well, hardly ever!) if she was turned down by . . .
This fascinating artist, who found only one thing stood between him and romance...his wife!
MARTIN, 17, thought all girls were sissies until spring opened his eyes to . . .
JOAN, this lovely sight next door, who exemplified the 'Love Thy Neighbor' doctrine!

"Call it a Day"

with

OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE
ALICE BRADY • ROLAND YOUNG • FRIEDA INESCORT

Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer

A COSMOPOLITAN PRODUCTION • DIRECTED BY ARCHIE MAYO

A Warner Bros. Picture

THEATRE

640 Lines Mat No. 402—40c

8 A. M.
"If he runs away with his wife instead of me, I'll never fall in love again—well, hardly ever!"
11 A. M.
"The first beautiful day of Spring . . . and you want to spend it in an office talking business!"
3 P. M.
"Love's a mighty funny thing—especially when you fall in it!"
CALL IT SPRING! CALL IT YOUTH! CALL IT LOVE! CALL IT A HIT!
6 P. M.
"Of course your husband's a nice, charming man—but I want to marry you...not him!"
10 P. M.
"I guess it's all right to love thy neighbor—if it's a nice neighborhood!"
1 A. M.
Call it a Day

with

OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT

Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer

A COSMOPOLITAN PRODUCTION • DIRECTED BY ARCHIE MAYO

A Warner Bros. Picture

231 Lines Mat No. 306—30c

UNITED THEY STAND UNTIL UNITED THEY FALL..IN LOVE!
She fell for a painter who specialized in figures!
He was in love but said it was strictly business or something!
She listened to a man who thought marriage was mid-Victorian!
A lovely problem child whose problem was to find the right man!
He chased romance because he had nothing more important to do!
They'll Show You That Love Can Be A Very Funny Thing... Especially When You Fall In It!
She fell in love with the nicest person she knew . . herself!
She was just mad about two handsome poets... both dead!
"Call it a Day"
with
OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE
ALICE BRADY • ROLAND YOUNG • FRIEDA INESCORT
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION • DIRECTED BY ARCHIE MAYO

190 Lines Mat No. 205—20c

[Also Available in 3 column size
435 Lines — Mat No. 302 — 30c]

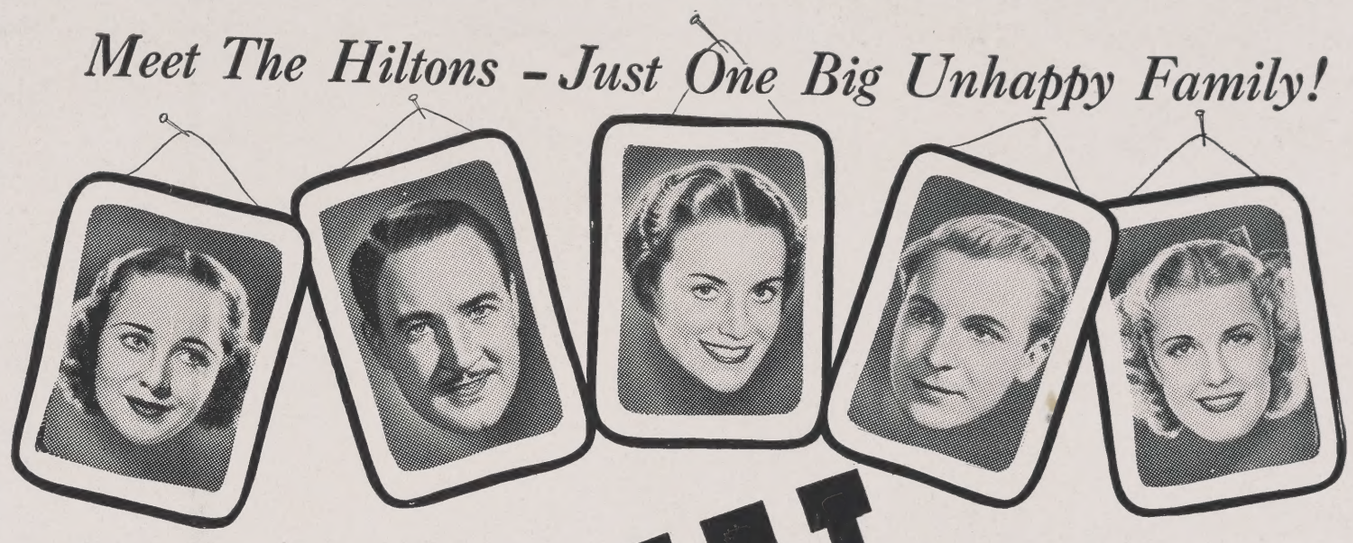
When Hollywood's Grandest Star Array Merges with Broadway's Smash Hit Play
Grab Your Hat—Now, Don't Delay!
Hurry Along To See . . . .
Call it a Day
Warner Bros.' answer to the spring fever problem, with
OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE
ALICE BRADY • ROLAND YOUNG • FRIEDA INESCORT
PEGGY WOOD • WALTER WOOLF KING
BONITA GRANVILLE • BERYL MERCER
A COSMOPOLITAN PRODUCTION
DIRECTED BY ARCHIE MAYO
THEATRE

226 Lines Mat No. 213—20c

THE PICTURE THAT MAKES THE WORLD A BETTER PLACE TO LOVE IN!
"CALL IT A DAY"
with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT
Peggy Wood • Walter Woolf King
Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO
Presented by Warner Bros.

164 Lines Mat No. 209—20c

Meet The Hiltons – Just One Big Unhappy Family!



OLIVIA DE HAVILLAND . . . . . 18, but oh, so desperately in love with a well-married artist!

IAN HUNTER . . . . . A big shot accountant with an amazing aptitude for figures!

FRIEDA INESCORT . . . . . Who, for 12 long hours, forgets she had three grown children.

PETER WILLES . . . . . A young man whose fancy lightly turns to thoughts of love.

ANITA LOUISE . . . . . The girl next door...a perfect reason to 'Love Thy Neighbor'!

ALICE BRADY . . . . . She'd fall in love if she could find anyone nicer than herself!

ROLAND YOUNG . . . . . A rubber man from India who could stretch a point...for love!

BONITA GRANVILLE . . . . . Madly but safely in love with two dashing poets...both dead!

WALTER WOOLF KING . . . . . Trusted by his wife...as far as she could throw a grand piano!

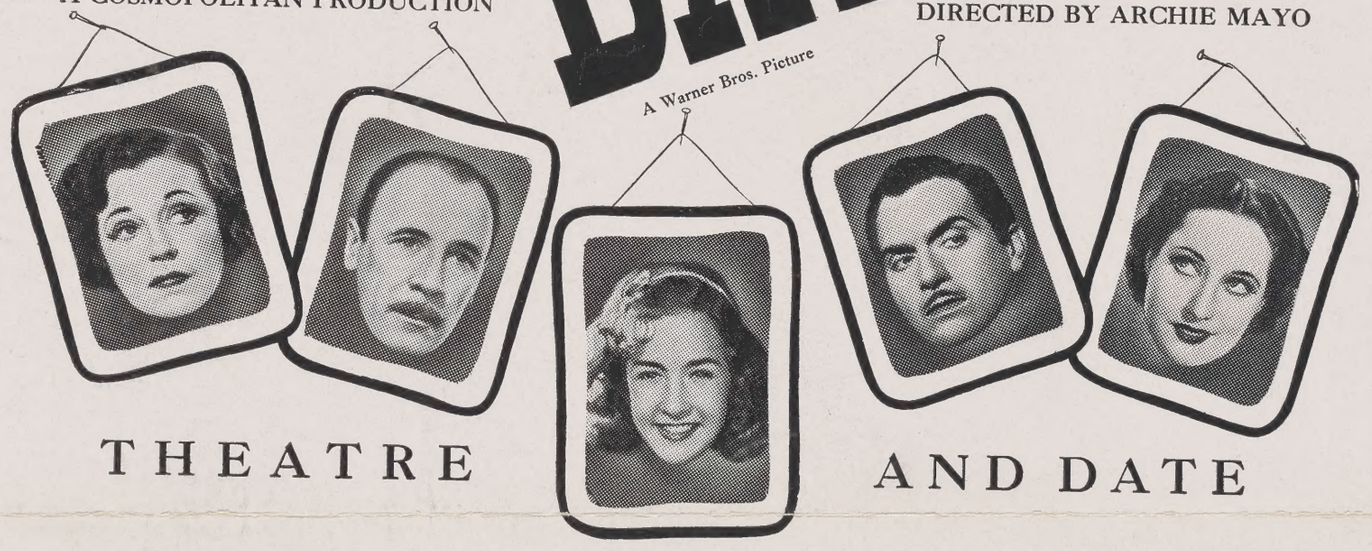
MARCIA RALSTON . . . . . Who thought that a good man was easy to get . . . in trouble!

"CALL IT A DAY"

A COSMOPOLITAN PRODUCTION

DIRECTED BY ARCHIE MAYO

A Warner Bros. Picture



THEATRE AND DATE

548 Lines Mat No. 401—40c

360 Lines Mat No. 304—30c

[Also Available in 4 column size 636 Lines — Mat No. 404 — 40c]

THE STAGE HIT OF TWO CONTINENTS
NOW THE LAUGH HIT OF THE WORLD!
OLIVIA DE HAVILLAND . Sweet eighteen and dying to be kissed! . . .
IAN HUNTER . . . . . Fortyish and faithful 'til spring came along!
FRIEDA INESCORT . . . Wife of long standing who'd stood about enough!
ROLAND YOUNG . . . . He wanted a sweetheart . . . anybody's at all!
ANITA LOUISE . . . . . The lovely victim of spring in the heir! . . .
ALICE BRADY . . . . . She knew all about men . . . and told them so!
PLUS Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PROD'N • DIRECTED BY ARCHIE MAYO
A Warner Bros. Picture
Call it a Day

190 Lines Mat No. 211—20c

The Hilton Family Album
CATHERINE HILTON AT 18
In love with a married man whose wife was an old hag of 27!
ROGER HILTON AT 44
Old enough to know that when you sow wild oats it's only so-so!
DOROTHY HILTON AT 41
A loving wife of long standing who has stood just about enough!
JOAN COLLETT AT 17
Prominent exponent of brotherly love . . . with Catherine's brother!
FRANK HAINES AT 45
Had a pressing need for a devoted wife . . . anybody's at all!
MURIEL WESTON AT ??
Knew all about men and springtime . . . she read about it in books!
CALL IT SPRING!
CALL IT YOUTH!
CALL IT LOVE!
IT'S THE TRUTH!
First London's long-run comedy hit, then New York's reigning laugh-success, and now the screen's chuckle-champion of 1937
"CALL IT A DAY"
with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ALICE BRADY
ROLAND YOUNG • FRIEDA INESCORT
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION
DIRECTED BY ARCHIE MAYO
A Warner Bros. Picture

568 Lines Mat No. 403—40c

102 Lines Mat No. 107—10c

LOVE'S A FUNNY THING..
Especially When These People Fall In It!
OLIVIA DE HAVILLAND
She called it marvelous!
IAN HUNTER
He called it madness!
ANITA LOUISE
She called it Spring!
ROLAND YOUNG
He called it sadness!
ALICE BRADY
She called it silly!
FRIEDA INESCORT
She called it gay!
YOU'LL CALL IT SWELL WHEN YOU ..
Call it a Day
Warner Bros.' newest laugh sensation, with Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer • A COSMOPOLITAN PRODUCTION • Directed by ARCHIE MAYO
THEATRE

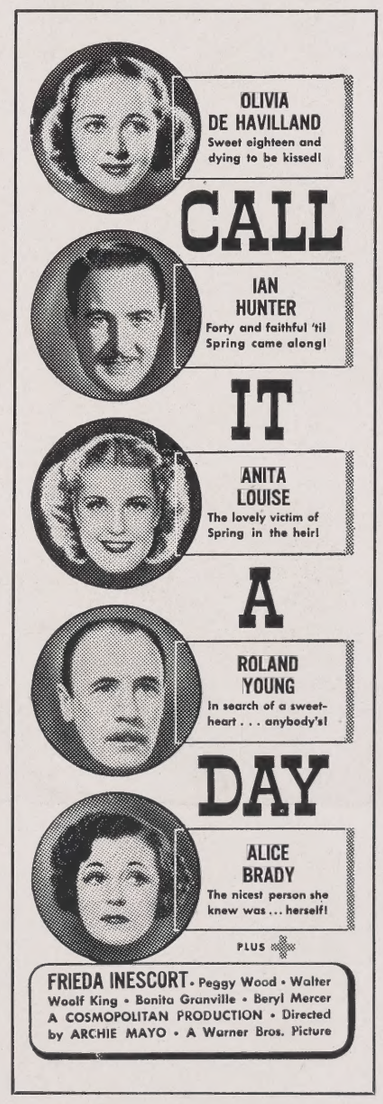
129 Lines Mat No. 112—10c

YOU'LL CALL IT A LAUGH RIOT!
"CALL IT A DAY"
OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE • ROLAND YOUNG • ALICE BRADY
FRIEDA INESCORT • A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO • Presented by Warner Bros.
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer

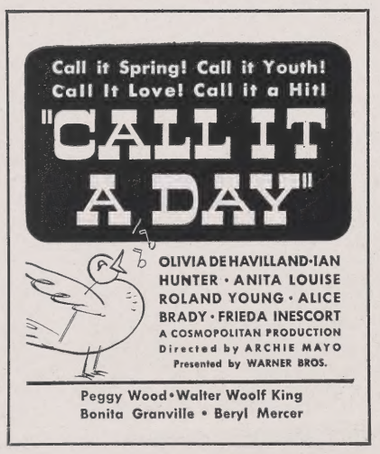
38 Lines Mat No. 217—20c

THEY MAKE THE WORLD A BETTER PLACE TO LOVE IN!
OLIVIA DE HAVILLAND
She'll never fall in love again . . . (well, hardly ever!)
IAN HUNTER
A good husband is always easy to get . . . in trouble!
ANITA LOUISE
The girl who lived next door—"Love Thy Neighbor!" . .
ROLAND YOUNG
A dashing adventurer in search of a wife . . . anybody's!
ALICE BRADY
A problem child . . . whose problem is to find a man! . . .
Call it a Day
FRIEDA INESCORT
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PROD'N
Directed by ARCHIE MAYO
A Warner Bros. Picture

67 Lines Mat No. 108—10c


OLIVIA DE HAVILLAND
Sweet eighteen and dying to be kissed!
CALL
IAN HUNTER
Forty and faithful 'til Spring came along!
IT
ANITA LOUISE
The lovely victim of Spring in the heir!
A
ROLAND YOUNG
in search of a sweetheart . . . anybody's!
DAY
ALICE BRADY
The nicest person she knew was . . . herself!
PLUS
FRIEDA INESCORT • Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer
A COSMOPOLITAN PRODUCTION • Directed by ARCHIE MAYO • A Warner Bros. Picture

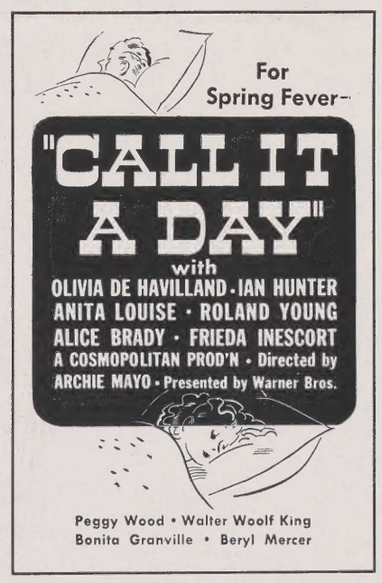
82 Lines Mat No. 114—10c


Call it Spring! Call it Youth!
Call It Love! Call it a Hit!
"CALL IT A DAY"
OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE
ROLAND YOUNG • ALICE BRADY • FRIEDA INESCORT
A COSMOPOLITAN PRODUCTION
Directed by ARCHIE MAYO
Presented by WARNER BROS.
Peggy Wood • Walter Woolf King
Bonita Granville • Beryl Mercer

30 Lines Mat No. 117—10c

FOR SPRING FEVER—
"Call it a Day"
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ROLAND YOUNG • FRIEDA INESCORT • A COSMOPOLITAN PROD'N • Directed by ARCHIE MAYO • Presented by Warner Bros.
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer

15 Lines Mat No. 115—10c


For Spring Fever—
"CALL IT A DAY"
with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ROLAND YOUNG
ALICE BRADY • FRIEDA INESCORT
A COSMOPOLITAN PROD'N • Directed by ARCHIE MAYO • Presented by Warner Bros.
Peggy Wood • Walter Woolf King
Bonita Granville • Beryl Mercer

42 Lines Mat No. 116—10c

Nothing Better For That Tired Feeling Than . . .
"CALL IT A DAY"
Warner Bros.' Laugh-Hit with
OLIVIA DE HAVILLAND • IAN HUNTER
ANITA LOUISE • ROLAND YOUNG • FRIEDA INESCORT • A COSMOPOLITAN PROD'N • Directed by ARCHIE MAYO • Presented by Warner Bros.
Peggy Wood • Walter Woolf King • Bonita Granville • Beryl Mercer

60 Lines Mat No. 216—20c

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